

ELLE

EDUCATION

Visual Merchandising
and Fashion Stylist

SPECIALIST
TRAINING
DIPLOMAS

Universidad
Camilo José Cela

mindway
learn live link



mindway

learn live link

mindway is born in 2007 when online education was still taking its first steps. We are pioneers in creating an agile experience in online learning to reinvent the way things are done.

We created a new methodology to assist universities in developing the best and most interactive and dynamic programs. We collaborate with prestigious

universities worldwide, and we define the most relevant areas of knowledge for today's professionals.

Throughout our history, we have collaborated with national and international universities of international prestige, providing our students a diploma of European recognition.

With 45 editions and more than 21 million readers, ELLE is one of the most influential lifestyle and fashion brands in the world. Its expertise in the fashion and lifestyle

industry, combined with the knowledge of academics and professionals, is what makes up ELLE Education.

MBA, Masters, Diplomas, Specialization Courses and Open Programs are the programs we offer in order that you can develop a successful career path. Marketing, communications, public relations, image, strategy, plan development, geometry, interior design are the fundamental pillars in our education that is focused on lifestyle, decoration and fashion business.

+20.000
students

+15 years

27 countries

MBA

Masters

Diplomas

Short Courses

Open Programs





Camilo José Cela University



Camilo José Cela University was born in the year 2000 as part of the SEK Educational Institution and its mission is to serve the society by training professionals of the future and preparing them for new challenges. Focused on innovation and constant evolution in accordance with the business and social reality, the UCJC is characterized by applying the highest levels of rigor and excellence. Also, as a strategic core, **the university recognizes entrepreneurship, technology, digitization, social commitment and well-being.**



+10.000
students

90%
employability
rate

50
nationalities

26 *undergraduate degrees*

21 *double undergraduate degrees*

21 *professional training cycles*

+145 *postgraduate degrees*

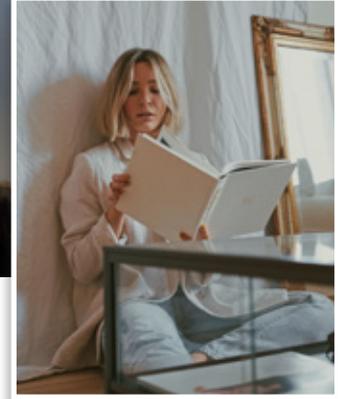
3 *doctoral programs*



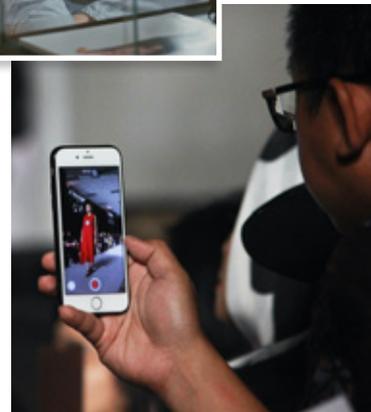
More than 10,000 students distributed in 4 Campus: **the Villafranca Campus**, the **Almagro Campus**, the **Castellana Campus** and the **Goleta Cervantes Saavedra Campus** founded next to the Mediterranean Sea, at the port of Valencia, Spain.



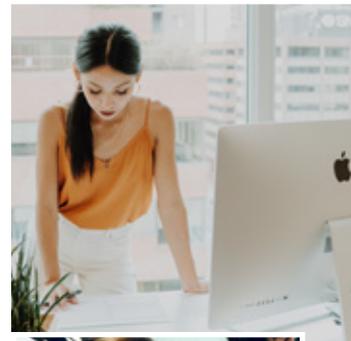
Why study with us?



At ELLE Education x mindway, we have revamped the norms for higher education. We design technology to create innovative academic experiences in a digital environment. We promote and direct entire programs, creating high quality content, and accessible tools to reach students through a virtual campus with the best learning experience.



Our platform connects the best of the university system thanks to having such a relevant academic partner as Camilo José Cela University, with high levels of rigor and excellence. UCJC's strategic pillars are entrepreneurship, technology and digitization, social commitment, and well-being. All of this, combined with the collaboration of leading brands and specialized professionals, allows our students to develop their careers and find their professional place in the world of fashion and interior design.







Studies

Specialist Training Diplomas

Language

English

Modality

Online

Duration

6 months

Credits

30 ECTS



Visual Merchandising and Fashion Stylist



YOU WILL LEARN TO CARRY OUT VISUAL MERCHANDISING STRATEGIES



The fashion sector typically spans many professions and requires highly specialized training. Production has lost importance and has given way to other activities such as design, retail, image and sales outlet management.

As a response, unique training is emerging through two different, supplementary disciplines

that coexist in the fashion world: Visual Merchandising and Styling.

You will be guided by professionals who are currently leading the fashion industry. During this Specialist Training Diploma, you will learn

to carry out visual merchandising and window dressing techniques and strategies; and you will learn about the different styling applications for every type of fashion production: e-commerce, publishing, TV and advertising.

SYLLABUS

1. Introduction to the Fashion World

- History of Fashion
- Fashion Brands
- Fashion Glossary

2. Visual Merchandising

- The History of Visual Merchandising.
- Visual Merchandising Theory
- The Visual Merchandising Department in the Fashion Sector
- Visual Merchandising, Marketing Strategy: Retail Space as Brand Identity

3. Window Dressing

- Window Display Creation and Design
- Celebrated Historical Window Displays

4. Styling Basics

- Styling and Image
- Styles
- Fabrics

5. Fields Of Styling Application

- Fields of Styling Application

6. Image Consulting and Coolhunting

- Image Consulting
- Coolhunting



Modality



With the Online modality you will enjoy:

1 Lectures from professionals.

2 Videos of classes online: you can watch lectures as many times as you want.

3 Webinar with the tutoring team in each module.

4 Online campus materials: documentation, tests and case studies.

5 Networking through the platform.

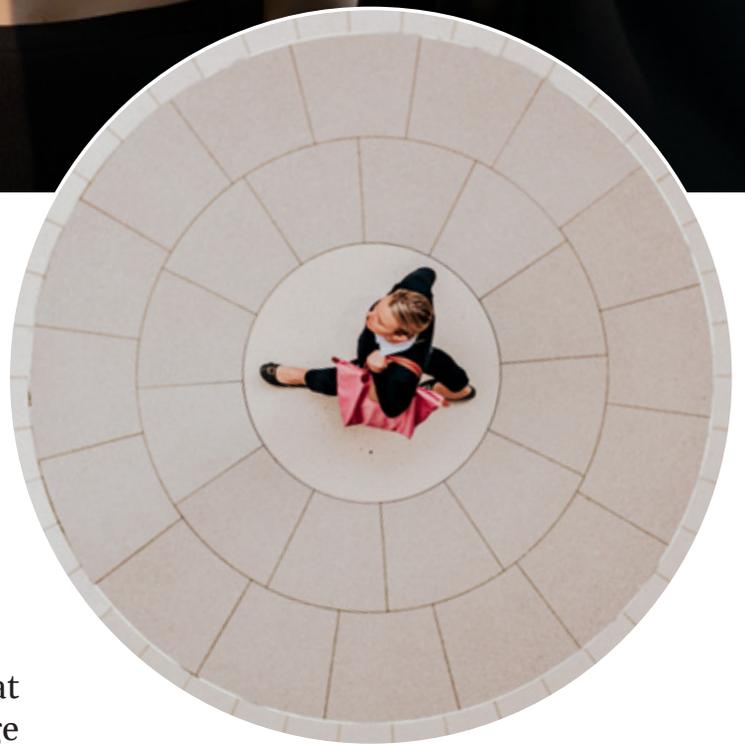
2 Online editions per year:
November 2023 & April 2024



Methodology



All the methods in a single platform. The Online Campus will allow you to keep all of your class material organized in one place: notes, extra documentation, videos of the classes and calendar. The evaluation will be carried out through compulsory practical exercises and online tests, in which you will demonstrate that you have acquired all the knowledge necessary to pass the program.



Professors



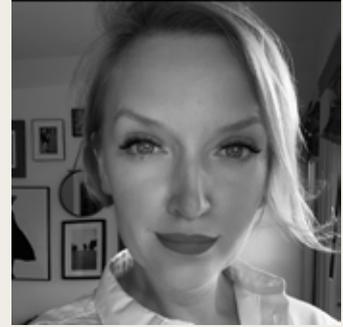
JOHN WILLIAM

Online editor for Beauty Papers



DEBBIE FLOWERDAY

Visual Merchandiser Consultant



LINA MATULAITYTE

NY Wholesale Visual
Merchandising Manager at Luis
Vuitton



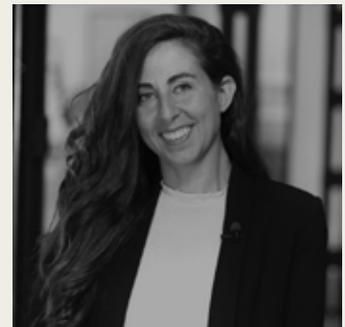
CINDY FIGUEROA

Creative Director and
Fashion Designer at Lhele



ISABEL YUSTE

Personal Shopper, Image
Consultant, Journalist, Stylist &
Fashion Programs Specialist at
ELLE Education x mindway



LOURDES RODRÍGUEZ

Senior Trends Consultant



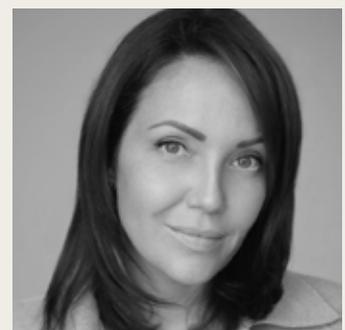
**STEVEN ROGER
(GUEST SPEAKER)**

Expert in Celebrity Marketing
Management



**ALBAN ROGER
(GUEST SPEAKER)**

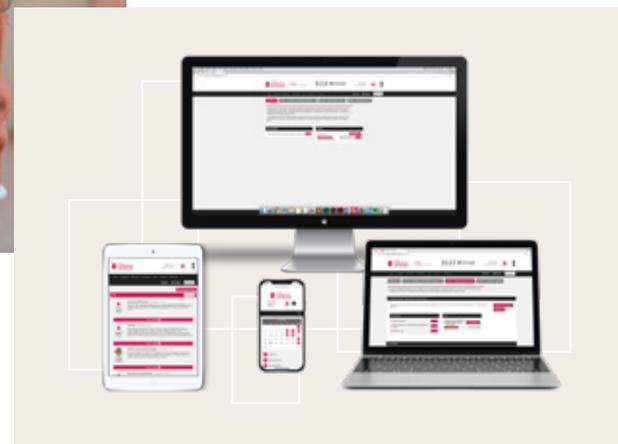
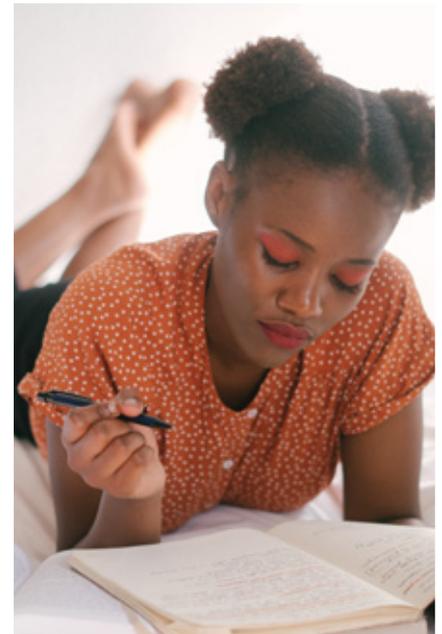
Fashion Stylist



**TARA SWENNEN
(GUEST SPEAKER)**

Celebrities' Fashion Stylist

Virtual Campus



START

Through our academic calendar you can follow all of our events, tests and assignments, as well as the course syllabus. Don't miss anything!

PROGRAM

You will find the videos, tests and assignments as well as all the documentation of each module as the theoretical content is taught.

LIBRARY

Do you want to delve into the topic? Find additional documentation in our library!

CALENDAR

Check all the deadlines for your tests and practical assignments.

FORUM

You can share information and opinions with other colleagues and the tutor, and do some online networking!

STUDENTS

You will meet all of the course participants and know more about their interests and training. Your next business partner can be found here!

ALERTS

You will receive your tutor's notices to keep up-to-date!

MESSAGES

Do you have any doubts about the course? Do you want to comment on anything? Contact your tutor or any of your colleagues by private message.



Learning Tools

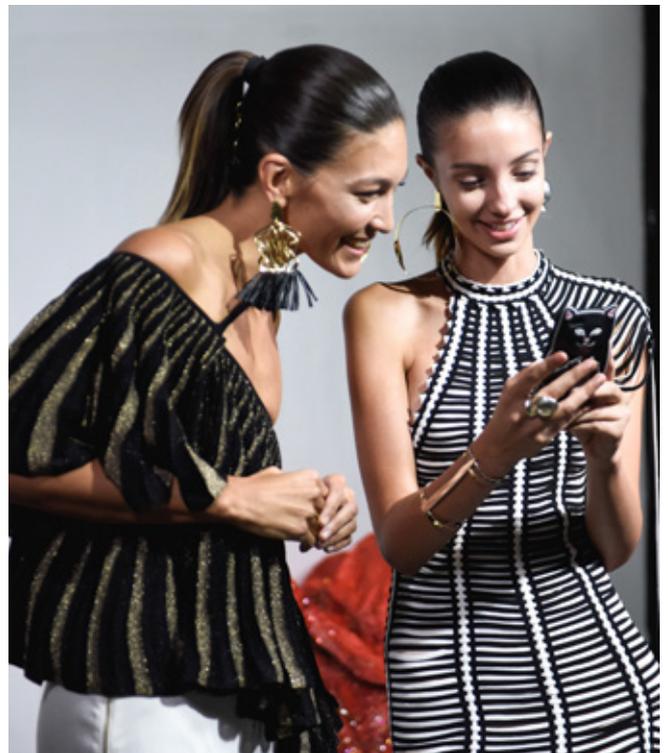


TUTORING

You will have at your disposal a team that will guide your steps and will make a personalized follow-up of your progress throughout the program.

CONNECT!

You will be in constant communication with your colleagues. Through the forum located in the Online Campus you will be able to open discussion topics and share your concerns in relation to the industry.



PERSONALIZED ASSISTANCE

Our coordination team will assist you whenever you need it. They will accompany you throughout the whole process and will be at your disposal to help you with all the doubts you may have about the online campus, classes...

We are here to help you!





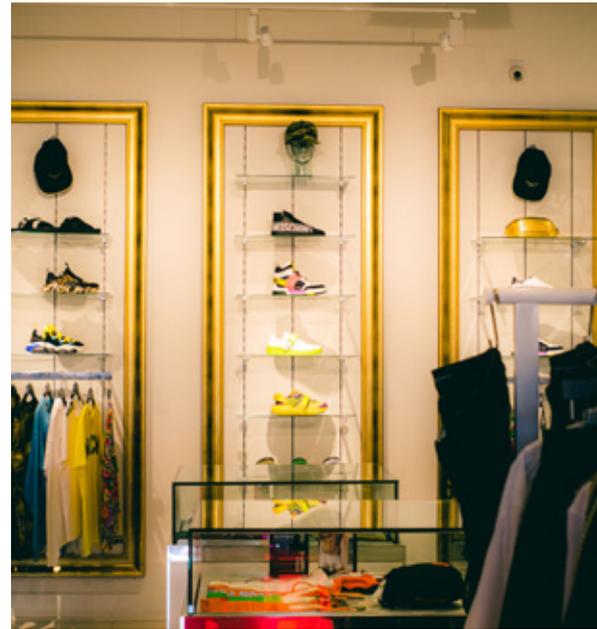
*Learn from experts!
Our team is made up by
professionals of the
industry worldwide*

Goals

Acquire the knowledge necessary to identify industry needs and adapt to them.

Learn all stylism applications: e-commerce, TV, publishing, celebrities, etc.

Enter the field of visual merchandising and apply coolhunting strategies.



CAREERS

Stylism for fashion brands (shootings, look creation, clothes selection, etc.).

Stylist for media and advertising agencies.

Stylist for celebrities and private individuals.

Visual merchandising in sales outlets.

Accounts department support.

Visual Merchandiser and Window Dresser.

Target audience

This training program is aimed at individuals who wish to specialize in visual merchandising and styling.

The student profile can be diverse, as it is aimed at both men and women who have just completed their studies, as well as those who already have a university degree and experience in the industry and want to expand their knowledge in the subject.

- Fashion design students
- Communication degree holders
- Fine Arts degree holders
- Advertising degree holders
- Audiovisual Sciences degree holders
- Performing Arts degree holders
- Marketing degree holders
- Public Relations degree holders
- Art History degree holders
- Interior Design





Enrollment



1

Complete the registration form with your complete name and email.

2

Choose the program you want to study and enter your personal details.

3

Payment: after completing the registration form, you can pay the course fees.



Method of payment

PRICE: 2,400€



METHOD OF PAYMENT

	ONLINE
1 INSTALLMENT	2,400€
2 INSTALLMENTS	50% upon registration 50% two months after the first installment payment **
3 INSTALLMENTS	33% upon registration and the remaining 67% due in monthly installments for the next 2 months
4 INSTALLMENTS	25% upon registration, and the remaining 75% due monthly for the next 3 months. This payment option is only available through credit/debit card payment

**Payment options include credit/debit card or bank transfer.

*Can I pay in installments?
Yes, up to 8 months*

Further info at financing@mindway.education



Further Information

Any questions? Contact us. We can help clear up any queries.

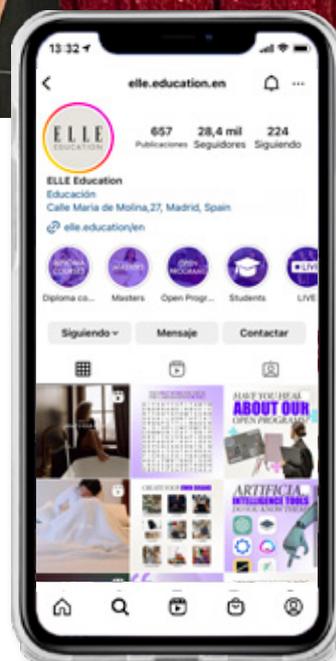
Follow ELLE Education's daily news at [@elle.education.en](https://www.instagram.com/elle.education.en)

Book an appointment by phone, WhatsApp or email:

+1 (857) 777 0182

+44 20 38823929

info@elle.education



ELLE EDUCATION



1 Learn through relevant case studies and proven frameworks that have immediate applicability to real business challenges.

2

Develop a more innovation-driven and strategic mindset by performing practical exercises.



3

Enjoy a program format that allows for the flexibility to study and work in a high quality digital environment.

7 Reasons to Study with Us



4

Make an impact in your career and personal brand. Incorporate global business education to your resume.



7

Be part of an international community with strong connections.

5

Acquire practical knowledge of the industry from key industry leaders.

6

Get a diploma with European recognition from the Camilo José Cela University (UCJC).



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